



WXYZ

# ORDER

Flight Dates **11/05/12-11/06/12**

Contract / Revision      **309179 /**

Original Date / Revision  
08/24/12    08/24/12

Advertiser **Protect MI Vote**

Agency    **Target Enterprises**

Buying Contact

**16501 Ventura Boulevard - Suite #5  
Encino, CA 91436**

Product

**Protect MI Vote No on Gaming Ex**

Agency Com    15%

Billing Contact

**16501 Ventura Boulevard - Suite #5  
Encino, CA 91436**

Sales Office    WXYZN

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **254**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 35%    Market Value 82571

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	65%	53671
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	18	\$24,565.00	\$28,900.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$24,565.00</b>	<b>\$28,900.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	18	\$24,565.00	\$28,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/05/12	11/06/12	5-9am M-F 5-9am M-F	CM	5-9am M-F	MT-----	:30	2	\$700.00	P-4	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$700.00		0.00			
N 2	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT-----	:30	2	\$1,500.00	P-4	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$1,500.00		0.00			
N 3	WXYZ	11/05/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	4	\$1,600.00	P-4	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 08/29/12

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Contract / Revision **309179** Flight Dates **11/05/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/24/12/ 08/24/12

Order Sep 00:20:00

Advertiser **Protect MI Vote**

Product **Protect MI Vote No on Gami** Estimate # **254**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	11/05/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	4	\$1,600.00	P-4	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$1,600.00		0.00			
N 4	WXYZ	11/05/12	11/06/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	MT-----	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$800.00		0.00			
N 5	WXYZ	11/05/12	11/06/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	MT-----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$1,000.00		0.00			
N 6	WXYZ	11/05/12	11/06/12	12-1pm M-F 12-1pm	CM	12-1pm	MT-----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$1,000.00		0.00			
N 7	WXYZ	11/05/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
N 8	WXYZ	11/05/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	2	\$1,800.00	P-4	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$1,800.00		0.00			
N 9	WXYZ	11/05/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
N 10	WXYZ	11/05/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
N 11	WXYZ	11/05/12	11/05/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	M-----	:30	1	\$4,000.00	P-4	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,000.00		0.00			
N 12	WXYZ	11/05/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	M-----	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
Totals													18	\$28,900.00	